

REMARKS

Applicant has reviewed and considered the final Office Action dated August 24, 2006 and the references cited therein. In response thereto, claims 2 and 10 are amended; claims 5 and 17-22 are canceled without prejudice or disclaimer; and claims 1, 3-4, 6-7, and 12-16 were previously canceled. A request for continued examination (RCE) is submitted along with this amendment/response. Claims 2 and 8-11 are pending in the present application.

Rejection Under 35 U.S.C. § 103

Claims 2, 5, 8-11, and 17-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Greulich U.S. 5,241,464 in view of Real-time (a collection of prior art cited, Items U-W). Applicant respectfully traverses the rejection for at least the following reasons.

Claim 2 now recites a computerized method having a processing computer for processing orders for full color printing, the method comprising: providing a customer a real-time web browser associated with a printing service provider, which includes a pricing engine, wherein said pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options; automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein said pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the printing service provider; displaying automatically said price quote at the customer; receiving from said customer a digital graphic layout file to be printed; converting the customer-provided digital graphics layout file to a processed press-ready file with a format compatible for full color printing; and creating a proof of the processed file by the printing service provider for customer's approval, and obtaining the approval from the customer, wherein a format of the proof is specified by the customer.

Applicant respectfully submits that no new matter is introduced in the amended claim 2. With respect to the converting step, support can be found on page 8, lines 9-13; page 5, lines 19-21; page 1, lines 8-28; and the original claim 5. With respect to the creating step, support can be found on page 5, lines 11-12, and page 9, lines 1-4.

Greulich describes a desktop forms order system. Greulich fails to disclose or teach, among the other features, the step of converting a customer-provided digital graphics layout file to a processed press-ready file with a format compatible for full color printing; and creating a proof of the processed file by the printing service provider for customer's approval, and obtaining the approval from the customer, wherein a format of the proof is specified by the customer. None of the other cited references remedy the deficiencies or provide motivation or suggestion as described in the present invention. The claimed invention allows a customer-provided digital graphics layout file, i.e. a project file, e.g. RGB-only layout or image file, to be processed and converted to a press-ready file, i.e. a file with a format compatible for full color printing, e.g. the CMYK full color printing format. The support can be found on page 8, lines 9-13; page 5, lines 19-21; and page 1, lines 8-28.

In addition, none of the cited references suggest or provide motivation for obtaining approval from the customer wherein a format of the proof is specified by the customer (see page 9, lines 1-4 of the present application).

Accordingly, Applicant respectfully submits that claim 2 patentably distinguishes over Greulich in view of Real-time.

Claims 8-11 which are dependent from claim 2 are also patentable for at least the same reasons discussed above.

Claims 17-22 are canceled without prejudice or disclaimer.

Conclusion

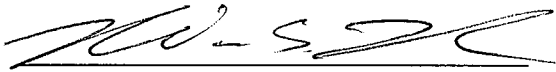
In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at 612-752-7367.

Respectfully submitted,

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